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| **True** | **Statement** | **False** |
|  | 1. Most companies use advertising slogans that are not meant to be interpreted literally. |  |
|  | 2. Advertising speech is protected by the First Amendment. |  |
|  | 3. False and misleading advertising is illegal. |  |
|  | 4. Companies are required by law to back up their advertising claims. |  |
|  | 5. In 2009 both Progresso and Campbell’s soup companies were penalized by the Council of Better Business Bureaus due to false advertising claims. |  |
|  | 6. Experts claim that advertising has always been about deceiving customers. |  |

*Truth in Advertising?*

Read the following statements and mark whether you believe each statement is true or false